

ABSTRACT

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The invention provides a method for labeling a glass, plastic or metal container or surface with a polymeric label by means of a water based adhesive composition by the following steps:

- 10 (a) selecting a polymeric label having a density of less than 0.9;
- (b) applying a water based adhesive to said polymeric label to form a fastenable polymeric label;
- (c) fastening said fastenable polymeric label to a
- 15 glass, plastic or metal container or surface; and
- (d) allowing said polymeric label to dry on said glass, plastic or metal surface or container.